



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Lowndes, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Rural Bypasses	58.7%	Population	13,064	12,697
Rooted Rural	29.2%	Households	5,028	4,955
Modest Income Homes	12.1%	Families	3,634	3,547
		Median Age	36.3	37.6
		Median Household Income	\$26,596	\$29,182

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	42	\$1,138.61	\$5,724,950
Men's	42	\$207.51	\$1,043,337
Women's	39	\$371.68	\$1,868,798
Children's	52	\$214.33	\$1,077,659
Footwear	37	\$178.17	\$895,840
Watches & Jewelry	48	\$106.48	\$535,359
Apparel Products and Services ¹	48	\$60.45	\$303,957
Computer			
Computers and Hardware for Home Use	47	\$98.40	\$494,741
Software and Accessories for Home Use	42	\$12.25	\$61,587
Entertainment & Recreation	57	\$2,132.06	\$10,720,014
Fees and Admissions	39	\$242.41	\$1,218,818
Membership Fees for Clubs ²	43	\$70.67	\$355,339
Fees for Participant Sports, excl. Trips	37	\$41.93	\$210,849
Admission to Movie/Theatre/Opera/Ballet	38	\$56.64	\$284,811
Admission to Sporting Events, excl. Trips	42	\$25.81	\$129,755
Fees for Recreational Lessons	37	\$47.02	\$236,395
Dating Services	56	\$0.33	\$1,669
TV/Video/Sound Equipment	53	\$767.72	\$3,860,103
Community Antenna or Cable TV	60	\$441.59	\$2,220,326
Televisions	45	\$132.39	\$665,646
VCRs, Video Cameras, and DVD Players	55	\$18.34	\$92,219
Video Cassettes and DVDs	53	\$34.52	\$173,580
Video Game Hardware and Software	51	\$18.25	\$91,756
Satellite Dishes	72	\$0.80	\$4,025
Rental of Video Cassettes and DVDs	52	\$26.31	\$132,299
Streaming/Downloaded Video	32	\$0.26	\$1,327
Sound Equipment ³	43	\$92.27	\$463,951
Rental and Repair of TV/Radio/Sound Equipment	51	\$2.98	\$14,974
Pets	70	\$311.03	\$1,563,835
Toys and Games	57	\$84.43	\$424,532
Recreational Vehicles and Fees ⁴	89	\$390.64	\$1,964,124
Sports/Recreation/Exercise Equipment ⁵	54	\$117.63	\$591,420
Photo Equipment and Supplies ⁶	55	\$70.22	\$353,083
Reading ⁷	51	\$147.99	\$744,099
Food	56	\$4,619.18	\$23,225,259
Food at Home	57	\$2,804.23	\$14,099,647
Bakery and Cereal Products	58	\$391.85	\$1,970,228
Meat, Poultry, Fish, and Eggs	59	\$718.03	\$3,610,260
Dairy Products	58	\$322.09	\$1,619,456
Fruit and Vegetables	52	\$432.75	\$2,175,848
Snacks and Other Food at Home ⁸	59	\$939.51	\$4,723,855
Food Away from Home	53	\$1,814.96	\$9,125,612
Alcoholic Beverages	43	\$258.10	\$1,297,720
Nonalcoholic Beverages at Home	62	\$272.37	\$1,369,482



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	30	\$303.44	\$1,525,677
Vehicle Loans	66	\$3,837.07	\$19,292,813
Health			
Nonprescription Drugs	72	\$81.31	\$408,831
Prescription Drugs	72	\$410.36	\$2,063,270
Eyeglasses and Contact Lenses	62	\$47.64	\$239,548
Home			
Mortgage Payment and Basics ⁹	45	\$4,159.71	\$20,915,009
Maintenance and Remodeling Services	45	\$935.86	\$4,705,516
Maintenance and Remodeling Materials ¹⁰	74	\$307.92	\$1,548,205
Utilities, Fuel, and Public Services	62	\$2,840.46	\$14,281,846
Household Furnishings and Equipment			
Household Textiles ¹¹	50	\$70.55	\$354,724
Furniture	44	\$287.31	\$1,444,611
Floor Coverings	47	\$45.21	\$227,336
Major Appliances ¹²	61	\$184.26	\$926,470
Housewares ¹³	47	\$44.66	\$224,559
Small Appliances	59	\$20.59	\$103,529
Luggage	38	\$3.85	\$19,365
Telephones and Accessories	44	\$18.90	\$95,036
Household Operations			
Child Care	39	\$162.33	\$816,182
Lawn and Garden ¹⁴	62	\$261.29	\$1,313,771
Moving/Storage/Freight Express	49	\$25.70	\$129,235
Housekeeping Supplies ¹⁵	60	\$460.82	\$2,317,028
Insurance			
Owners and Renters Insurance	64	\$316.89	\$1,593,326
Vehicle Insurance	59	\$818.97	\$4,117,760
Life/Other Insurance	62	\$357.42	\$1,797,100
Health Insurance	64	\$1,298.83	\$6,530,516
Personal Care Products ¹⁶	55	\$237.76	\$1,195,444
School Books and Supplies ¹⁷	44	\$51.74	\$260,151
Smoking Products	75	\$339.35	\$1,706,228
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	62	\$3,211.99	\$16,149,897
Gasoline and Motor Oil	67	\$1,696.29	\$8,528,955
Vehicle Maintenance and Repairs	57	\$562.44	\$2,827,950
Travel			
Airline Fares	38	\$158.21	\$795,498
Lodging on Trips	48	\$205.49	\$1,033,226
Auto/Truck/Van Rental on Trips	35	\$13.63	\$68,508
Food and Drink on Trips	49	\$229.43	\$1,153,557

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.